



**PHOENIX** FOR ADVANCED  
LEGAL & ECONOMIC  
C E N T E R PUBLIC POLICY STUDIES  
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**THE PHOENIX CENTER CORDIALLY INVITES YOU TO ATTEND A WORKSHOP**

***Understanding Broadband Metrics: The Broadband Adoption Index***

**Wednesday, July 15, 2009 • 8:30 am – 11:30 am  
National Press Club**

Program Overview: The U.S. is currently ranked 15<sup>th</sup> among OECD countries for per capita broadband subscriptions. Many have concluded that the rank is “too low.” But are the OECD rankings an accurate policy-relevant measure of broadband adoption? As prior Phoenix Center research has demonstrated, the answer is clearly “No.” To this end, with the generous support of the Governments of Portugal and Brasil, the Phoenix Center has developed a new “Broadband Adoption Index” which seeks to depart from conventional measures of broadband adoption by instead developing country-specific benchmarks by assigning a social value to various types of Internet access technologies. Please join us as we present this revolutionary new paper.

Agenda:

- 8:30: Registration and Continental Breakfast
- 8:50: Welcome: Lawrence J. Spiwak, President – The Phoenix Center
- 9:00 – 9:30: Opening Keynote:  
Commissioner Robert McDowell  
Federal Communications Commission
- 9:30 – 10:30: Presentation of Research:  
Dr. George Ford, Chief Economist – The Phoenix Center
- 10:30 – 10:45: Break
- 10:45 – 11:30: Panel Discussion  
Moderator: Tom Koutsky, Resident Scholar – The Phoenix Center  
Panelists:
- Dr. Michael Katz – University of California, Berkeley
  - Carlos Rodriguez – Telefonica Internacional USA, Inc.
  - Charles Goldfarb – Congressional Research Service

***There is no charge to attend. The workshop is a widely-attended event and is open to government employees, press and other interested persons. Walk-ins are welcome. However, if you know you will attend, please RSVP to the Phoenix Center directly by Tuesday, July 14<sup>th</sup> at (202) 274-0235 or [info@phoenix-center.org](mailto:info@phoenix-center.org) and include all contact information.***

*The Phoenix Center for Advanced Legal & Economic Public Policy Studies ([www.phoenix-center.org](http://www.phoenix-center.org)) is an international, non-profit 501(c)(3) organization that studies broad public-policy issues related to governance, social and economic conditions, with a particular emphasis on the law and economics of telecommunications and high-tech industries.*